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Now! Azaleamum

TRADE MARK

Comes in 3 New Colors

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S1036 L 1936-27

Here is good news for every flower lover. Read every word of this folder. It will interest you as nothing else has interested you in years.

Red, Bronze, White—these three glorious new colors in the grandest and most sensational flower of all time. Each plant gets as large as a washtub or larger first year and is literally covered with blooms from late August until frost.

Hardy. All four Azaleamums are hardy perennials—live the winter through.

Be the First to create this amazing spectacle in your neighborhood. Right in your own garden these flowers will produce loads and loads of gorgeous blooms and cause every passerby to stop in amazed wonder. People who have purchased the pink Azaleamum (introduced in 1933) have this to say:

"I have never spent a dollar which gave me more enjoyment than the one I spent for this Azaleamum."—Mrs. H. L. Arnett, Iowa. "The Azaleamum is exceptionally large—40 inches by 28 inches; stands 18 inches high and measures 8 feet around. Everyone thinks they are wonderful."—W. J. Sheehan, N. Homp. "It is the most beautiful thing I ever saw. My wife counted the blooms and buds and she counted 653."—R. C. Hoffman, Ohio. "You say 600 flowers, I'll bet there are 1,000 on one single plant."—G. A. Bernd, Ill.

From everywhere come letters telling of delight and extreme satisfaction with Azoleomum, most of them reporting more than 600 flowers per plant. And now, just think, not only can you have Azoleomum in pink, but also in red, white, and bronze. Look inside and see these three beautiful colors.

Isn't the field below an amazing spectacle? This picture shows, better than any other, the natural blooming habit of Azaleamum. Note how each plant is just simply and literally loaded with gorgeous blooms.

You, too, can make an amazing spectacle like this in your own yard or garden. Each plant in this scene has spread 40 or more inches so that each row has become a solid mass of beauty. It will take only a few of these plants to make the most gorgeous flower border you or your friends ever saw. It will truly be

a Glorious
Sight!





TRADE MARK
AZALEAMUM, BRONZE BEAUTY.
The beautiful feature of this plant is the way the flowers appear in a variety of beautiful bronze shades. As flowers first open they are a warm rich red-bronze. This then turns to a bronzy yellow with red-bronze center, giving a delightful effect, then later the flowers lighten to a beautiful golden shade. All these colors are on the plant at one time, giving the most beautiful effect you can imagine. Later all the flowers turn to bronzy yellow. **HARDY.**

Azaleamum, Bronze Beauty. \$1.00 each; 3 for \$2.35; 6 for \$3.97 Potted Plants

From a small potted plant to this heavy blooming plant in one season—photographed 4 months after planting.

600 or more Flowers on One Plant

Only those people who have purchased the pink Azaleamum or have seen it growing in their neighbors' gardens can realize the gorgeous display that these plants make. Do you wonder that your friends will exclaim in amazement and envy when they see these growing in your garden? O. A. Wood of Michigan, had a plant which produced 2,928 blossoms the first year by actual count.

\$2.65
Only
for One Each of These Four

Certainly you will want one each of these four amazing beauties, everyone will, and so we are going to make a special price on one each of the four. You save \$1.00. You will receive

1	Bronze Beauty Azaleamum\$1.00
1	Magic White Azaleamum1.00
1	Royal Red Azaleamum1.00
1	Cameo Queen Azaleamum65
Total Value	\$3.65

Strong potted plants with ball of earth on roots—sure to grow. **HARDY.** But you do not pay \$3.65 for the collection. Again we repeat, you pay only \$2.65 for the four. Again we repeat a

\$3.65 VALUE
Special Price **\$2.65**

3 New \$2.19

This collection of three is made for the benefit of those who already have the pink Azaleamum. You receive

1	Royal Red\$1.00
1	Bronze Beauty1.00
1	Magic White1.00

Total Value \$3.00
Special price for the three, only \$2.19. **HARDY.**

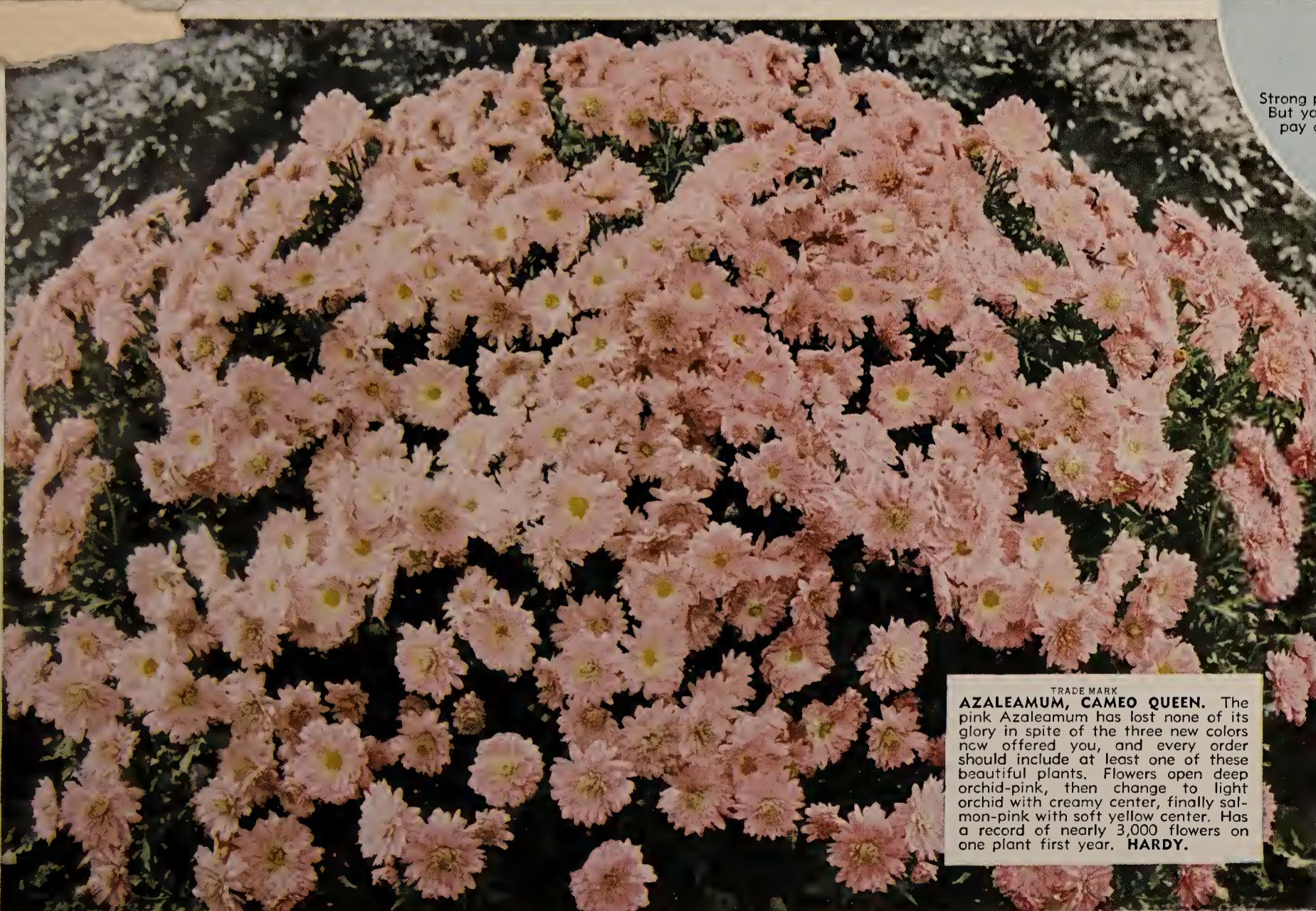
Planting Instructions

Free planting and growing instructions furnished with each order. This little book makes it easy for you to grow big flowering Azaleamums like you see here.

These Azaleamums can be purchased only from

R. M. KELLOGG CO.
THREE RIVERS, MICH.

HARDY. All four Azaleamums are hardy perennials—live the winter through.



TRADE MARK
AZALEAMUM, CAMEO QUEEN. The pink Azaleamum has lost none of its glory in spite of the three new colors now offered you, and every order should include at least one of these beautiful plants. Flowers open deep orchid-pink, then change to light orchid with creamy center, finally salmon-pink with soft yellow center. Has a record of nearly 3,000 flowers on one plant first year. **HARDY.**

Azaleamum, Cameo Queen. 65c each; 2 for \$1.00; 4 for \$1.85. Potted Plants

From a small potted plant to this heavy blooming plant in one season—photographed 4 months after planting.



TRADE MARK
AZALEAMUM, MAGIC WHITE. Really one of the most beautiful flowers you ever saw. Blossoms first open a very delicate pink, then as they become fully opened this turns to white with faint yellow center, giving the effect of a beautiful snowdrift tinged with the rays of the setting sun when plant is in full blossom. Every garden should have the white Azaleamum. **HARDY.**

Azaleamum, Magic White. \$1.00 each; 3 for \$2.35; 6 for \$3.97. Potted Plants

From a small potted plant to this heavy blooming plant in one season—photographed 4 months after planting.



TRADE MARK
AZALEAMUM, ROYAL RED. This is the dazzler of them all. Every flower is a brilliant red—as brilliant as any you ever saw. Just imagine a whole huge, bushy plant literally covered with them. Red! Red! Lovers of red will be lovers of red Azaleamum but only because the supply of red Azaleamums is limited and many who delay too long are going to be disappointed. **HARDY.** (Note: Flowers of red Azaleamum are smaller than the other three colors—blooming season somewhat later).

Azaleamum, Royal Red. \$1.00 each; 3 for \$2.35; 6 for \$3.97. Potted Plants

From a small potted plant to this heavy blooming plant in one season—photographed 5 months after planting.

Glorious Pink Azaleamum

The Mother Beautiful of Them All!



ORDER COUPON

R. M. Kellogg Co., Three Rivers, Mich.

Please send the Azaleamums indicated below at planting time. I enclose paper amount.

I each of all 4

I each of 3 { Bronze
White
Red

Or order below if you make your own selection.

Royal Red . . \$

Bronze Beauty . .

Magic White . .

Cameo Queen . .

Amount Enclosed

\$ _____

Name _____

Address _____

Town _____

State _____

Below is a picture of the amazing pink Azaleamum as it appeared at the Chicago Century of Progress. This is the plant that startled the flower lovers of the world only three short years ago. Since then Azaleamum has become the outstanding creation of the flower world. This glorious pink Azaleamum is mother to the bronze and white Azaleamums shown inside. Include it in your order. Note special offer below.

The pink Azaleamum introduced three years ago is just as grand and glorious as ever today. In fact, it is really more grand and glorious for having given birth to the new colors. Therefore, do not overlook the pink Azaleamum, but include it in your order for these spectacular plants. Note the very slight difference in cost between collection No. 1 (4 Azaleamums) and collection No. 2 (3 Azaleamums). We urge you to order collection No. 1.

HAVE PLANTS RESERVED

Do not wait until you are ready for the plants, but order at once and we will reserve the plants for you until shipping time. Thus you can be sure of having Azaleamum for your garden this year. Be sure of getting yours.

Order Now! ALL

Remember this is the first year that these three new colors have been offered and there is only a limited supply to be had. Thousands of people will rush their orders to us immediately after they receive this folder and you, too, must rush yours or you will be disappointed. Do not hesitate to order this wonderful flower creation. It will give you more delight than any other flower you ever had.

Miss
Mory
Jing
ond
Azo
leomum

\$2.65
(\$3.65 VALUE)

(COLLECTION NO. 1)

Just to be sure you don't overlook this fine offer, we repeat it here as well as inside. This offer gives you a \$3.65 value for only \$2.65 as follows:

1 Royal Red . . \$1.00
1 Bronze Beauty . . 1.00
1 Magic White . . 1.00
1 Cameo Queen . . 65

Total Value . . \$3.65

You get all four for only
\$2.65. (Two Collections (8 plants),

\$4.87

3
New
for
Only
\$2.19

(COLLECTION NO. 2)

Many of you will want the three new colors only. Order this "Special."

1 Royal Red \$1.00
1 Bronze Beauty . . . 1.00
1 Magic White . . . 1.00

Total Value . . . \$3.00

(2 Collections for
\$3.97).

You get all three
for only \$2.19.

Or

Your Choice
at Prices Inside

If you don't want either of the collections above, you can make up your own collection, using these prices:
Bronze, Red or White Azaleum: \$1.00 each; 3 for \$2.35; 6 for \$3.97.
Pink Azaleum: 65c each; 2 for \$1.00; 4 for \$1.85.
Hurry your order, for these new and amazing beauties are sure to go fast and the supply is limited. Send your orders to

R. M. Kellogg Co., Three Rivers, Mich.